

WINSTON

Fourth Quarter Promotion Objectives/Strategies

- October B2GF Hat
 - Generate competitive full-price trial on New WINSTON. Full Flavor KS Box, Light KS Box (50%) and Full Flavor KS Soft, Light KS Soft(50%). Provides offer with a No Bull premium relevant/appealing to the target smoker.
 - Delivers the "Stick to Stick" message on back of the packaging.
 - Place in pack Partner outlets, concentrating on convenience/gas.
 - Provide an additional \$5 per 12m case equivalent VAP payment to ensure that WINSTON promotions are shipped to retail the first week.
- December Pack Promotion
 - To be determined and communicated at a later date.
- Fourth Quarter Deeper Promotion Coverage (DPC) - WINSTON Full Flavor Box and Lights Box Styles.
 - Deliver positioning, provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
 - May be worked throughout the quarter.
- December Cigarette/Tobacco Store Carton Onsert
 - Communicate the "Stick to Stick" message via carton onserts to use in conjunction with Price Gap funds. Onserts do not have preprinted denominations.

NOTE: For maximum promotion visibility and Impact, strive to work this program on the 8-case CTS display (May be utilized for two brands if needed)

- Accrual Sleeves
 - Add equity/positioning to discounting efforts by emphasizing brand trademark and color palette (red-white-red) by providing brand specific 2, 3, 5-pack sleeves to support discounting efforts funded by Retail Accrual/GAP.
 - Utilize in all outlet types.

Presence Objectives/Strategies

- Workplan POS
 - WINSTON should have the primary presence in WINSTON priority markets and should convey the WINSTON proposition in all markets.
 - Provide dominant, big brand presence with Red-White-Red advertising in all outlets.- Communicate multiple messages on package displays, "No Additives
 - New WINSTON - True Taste", "No bull in this Box" and "The only leading brand with no additives".

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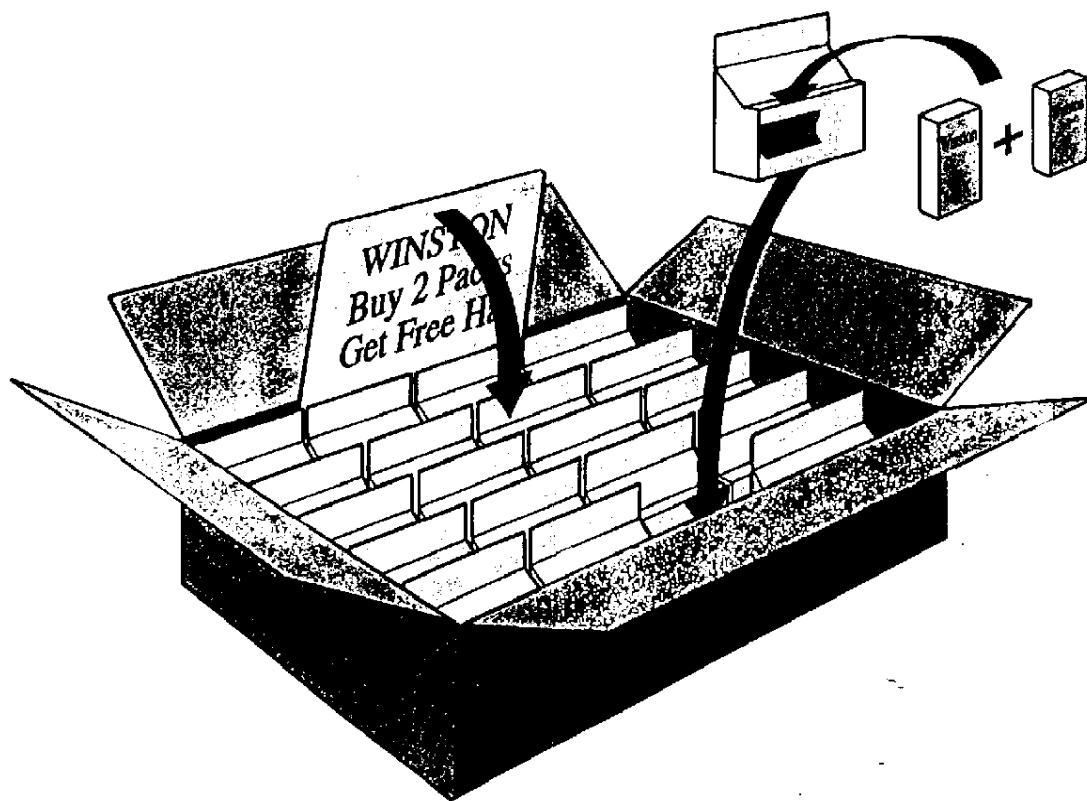
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style						
Number of Cartons						

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